

# CONTRACT



**WCAU**  
**10 Monument Road**  
**Bala Cynwyd, PA 19004**  
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**SRCPMEDIA**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

<u>Contract / Revision</u> 337067 /		<u>Alt Order #</u> WOC10033975
<u>Product</u> Tue-Mon week		
<u>Contract Dates</u> 09/25/12 - 10/01/12	<u>Estimate #</u> 288	
<u>Advertiser</u> TOM SMITH FOR SENATE		<u>Original Date / Revision</u> 09/21/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 15
<u>Agency Ref</u> 66695		<u>Advertiser Ref</u> 27415

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	09/25/12	09/28/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	- TWTF - -	:30	8	\$175.00	NM	8	\$1,400.00
	LUR											
N 2	WCAU	09/25/12	09/28/12	6A-7A M-F	6A-7A M-F	- TWTF - -	:30	4	\$500.00	NM	4	\$2,000.00
	LUR											
N 3	WCAU	09/25/12	09/28/12	7A-9A TODAY SHOW	7A-9A M-F	- TWTF - -	:30	8	\$1,000.00	NM	8	\$8,000.00
	CDR											
N 4	WCAU	09/25/12	09/28/12	9A-10A TODAY SHOW 2	9A-10A M-F	- TWTF - -	:30	4	\$475.00	NM	4	\$1,900.00
	CDR											
N 5	WCAU	09/25/12	09/28/12	7P-730P M-F	7P-730P M-F	- TWTF - -	:30	2	\$1,100.00	NM	2	\$2,200.00
	CDR											
N 6	WCAU	09/25/12	09/28/12	730P-8P M-F	730P-8P M-F	- TWTF - -	:30	2	\$1,100.00	NM	2	\$2,200.00
	CDR											
N 7	WCAU	09/25/12	09/28/12	11-1135P M-F LATE NEWS	11P-1135P	- TWTF - -	:30	4	\$2,300.00	NM	4	\$9,200.00
	CDR											
N 8	WCAU	09/29/12	09/29/12	11-1130P LATE NEWS SAT	11-1130P	- - - - - S -	:30	1	\$2,300.00	NM	1	\$2,300.00
	CDR											
N 9	WCAU	09/30/12	09/30/12	11-1135P LATE NEWS SU	11-1135P	- - - - - S	:30	1	\$2,300.00	NM	1	\$2,300.00
	CDR											

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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<u>Advertiser</u> TOM SMITH FOR SENATE		<u>Original Date / Revision</u> 09/21/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WCAU	09/30/12-09/30/12		11-1135P LATE NEWS SU	11-1135P	-----Su	:30		<del>\$2,300.00</del>	NM		
		See MG 9.2 PREEMPT-PROGRAM CHANGE										
2	WCAU	09/30/12-09/30/12		NFL LATE NEWS LOC	1205A-1235A	-----Su	:30		<del>\$2,300.00</del>	NM		
		See MG 9.3 PREEMPT-RAN LATE DUE SPORTS										
3	WCAU	09/30/12-09/30/12		NFL LATE NEWS LOC	1205A-0105A	-----Su	:30		\$2,300.00	NM		
		MG for 9.2 09/30										
N 10	WCAU	09/30/12	09/30/12	6A-8A SUNDAY	6A-8A SU	-----S	:30	2	\$150.00	NM	2	\$300.00
		LUR										
N 11	WCAU	09/25/12	09/28/12	TONIGHT SHOW W/JAY LE	1135P-107A		:30			NM	8	\$4,800.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				8	\$600.00			
N 12	WCAU	09/25/12	09/25/12	8-9P TUE THE VOICE	8P-9P	-T-----	:30	1	\$3,000.00	NM	1	\$3,000.00
		LUR										
N 13	WCAU	09/30/12	09/30/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	-----S	:30	1	\$250.00	NM	1	\$250.00
		LUR										
N 14	WCAU	09/25/12	09/28/12	3P-4P M-F ELLEN	3P-4P M-F	-TWTF--	:30	8	\$350.00	NM	8	\$2,800.00
		LUR										
N 15	WCAU	09/25/12	09/28/12	4P-5P NBC10 NEWS	4-5P M-F	-TWTF--	:30	8	\$300.00	NM	8	\$2,400.00
		LUR										
N 16	WCAU	09/25/12	09/28/12	5-6P NBC10 NEWS @ 5 M	5-6P M-F	-TWTF--	:30	8	\$400.00	NM	8	\$3,200.00
		LUR										
N 17	WCAU	09/25/12	09/28/12	6P-630P NBC10 NEWS	6P-630P M-F	-TWTF--	:30	4	\$800.00	NM	4	\$3,200.00
		CDR										
N 18	WCAU	09/29/12	09/29/12	6P-630P NEWS SAT	6P-630P	-----S-	:30	1	\$475.00	NM	0	\$0.00
		LUR										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WCAU	09/29/12-09/29/12		6P-630P NEWS SAT	6P-630P	-----Sa--	:30		<del>\$475.00</del>	NM		
		See MG 18.2 PREEMPT-PROGRAM CHANGE										
2	WCAU	09/30/12-09/30/12		6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	:30		<del>\$475.00</del>	NM		
		Unresolved DNA-SPORTS OVERRUN										
N 19	WCAU	09/30/12	09/30/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----S	:30	1	\$475.00	NM	1	\$475.00
		LUR										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WCAU	09/30/12-09/30/12		6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	:30		<del>\$475.00</del>	NM		
		See MG 19.2 PREEMPT-RAN LATE DUE SPORTS										
2	WCAU	09/30/12-09/30/12		6P-630P SU NEWS AT 6P	6P-657P SU	-----Su	:30		\$475.00	NM		
		MG for 19.1 09/30										

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FOR NBCE CONTRACTS:

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<u>Contract Dates</u> 09/25/12 - 10/01/12	<u>Product</u> Tue-Mon week	<u>Estimate #</u> 288
<u>Advertiser</u> TOM SMITH FOR SENATE		<u>Original Date / Revision</u> 09/21/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 20	WCAU	09/30/12	09/30/12	1130A-12P SUN @ ISSUE	1130A-12P	-----S	:30	1	\$100.00	NM	1	\$100.00
	LUR											
N 21	WCAU	10/01/12	10/01/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F	M-----	:30	2	\$200.00	NM	2	\$400.00
	LUR											
N 22	WCAU	10/01/12	10/01/12	6A-7A M-F	6A-7A M-F	M-----	:30	2	\$600.00	NM	2	\$1,200.00
	LUR											
N 23	WCAU	10/01/12	10/01/12	7A-9A TODAY SHOW	7A-9A M-F	M-----	:30	2	\$750.00	NM	2	\$1,500.00
	LUR											
N 24	WCAU	10/01/12	10/01/12	9A-10A TODAY SHOW 2	9A-10A M-F	M-----	:30	1	\$275.00	NM	1	\$275.00
	LUR											
N 25	WCAU	10/01/12	10/01/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	:30	1	\$1,500.00	NM	1	\$1,500.00
	LUR											
N 26	WCAU	10/01/12	10/01/12	3P-4P M-F ELLEN	3P-4P M-F	M-----	:30	2	\$325.00	NM	2	\$650.00
	LUR											
N 27	WCAU	10/01/12	10/01/12	4P-5P NBC10 NEWS	4-5P M-F	M-----	:30	2	\$400.00	NM	2	\$800.00
	LUR											
N 28	WCAU	10/01/12	10/01/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F	M-----	:30	2	\$500.00	NM	2	\$1,000.00
	LUR											
N 29	WCAU	10/01/12	10/01/12	TONIGHT SHOW W/JAY LENO	1135P-107A		:30			NM	2	\$1,150.00
	LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----					2	\$575.00		
N 30	WCAU	09/29/12	09/29/12	530-6A WALL STREET	530-6am	-----S-	:30	2	\$100.00	NM	2	\$200.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	09/29/12-09/29/12	530-6A WALL STREET	530-6am	-----Sa--	:30		<del>\$100.00</del>	NM		
				See MG 30.3,30.4								
				PREEMPT-PROGRAM CHANGE								
	2	WCAU	09/29/12-09/29/12	530-6A WALL STREET	530-6am	-----Sa--	:30		<del>\$100.00</del>	NM		
				See MG 30.3,30.4								
				PREEMPT-PROGRAM CHANGE								
	3	WCAU	09/29/12-09/29/12	530-6A NBC10NEWS@530A	530A-6A	-----Sa--	:30		\$100.00	NM		
	Ⓜ			MG for 30.2,30.1								
	4	WCAU	09/29/12-09/29/12	530-6A NBC10NEWS@530A	530A-6A	-----Sa--	:30		\$100.00	NM		
	Ⓜ			MG for 30.2,30.1								
N 31	WCAU	10/01/12	10/01/12	10A-11A TODAY SHOW 3	10A-11A M-F	M-----	:30	2	\$200.00	NM	2	\$400.00
	LUR											
N 32	WCAU	10/01/12	10/01/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	:30	1	\$650.00	NM	1	\$650.00
	LUR											
Totals											97	\$61,750.00

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<u>Advertiser</u> <b>TOM SMITH FOR SENATE</b>		<u>Original Date / Revision</u> 09/21/12 / 10/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	78	\$52,225.00	\$44,391.25
10/01/12 - 10/01/12	19	\$9,525.00	\$8,096.25
<b>Totals</b>	<b>97</b>	<b>\$61,750.00</b>	<b>\$52,487.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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